

**West Liberty University  
Board of Governors**

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**Minutes**

**April 20, 2011**

Attendance:

Richard Carter, George Couch, Brian Joseph, Patrick Kelly, Paul Limbert, Jim Stultz, Ann Thomas, Michael Turrentine, Richard Whitehead

Unable to Attend:

Beverly Burke, Robert Steptoe, Michael Stolarczyk

Administration/Faculty/Staff:

Bill Baronak, Robin Capehart, Scott Cook, Mary Ann Edwards, John Gompers, John McCullough, Jack Wright, Loren Wenzel

**1. Call to Order:**

Chair Joseph called the meeting to order at 5:22 p.m.

**2. Chairperson Comments:**

Chair Joseph noted the upcoming MAD Festival on April 29<sup>th</sup>. Dr. Baronak stated that the Board is invited to the Media Arts and Design Festival on April 29<sup>th</sup>. This is an all day event with different sessions throughout the day for high school students. 165 students will be attending from 15 different high schools and three different states. Last year we had 28 students in attendance. You can drop in any time and at 4:30 p.m. there is a cocktail reception in the Nutting Art Gallery which runs until 6:30 p.m., followed by a media concert. Chair Joseph noted that the Great Gatsby Gala is on April 30<sup>th</sup> and hopes the Board members are able to attend.

**3. Approval of Minutes\*:**

Full Board	Executive Committee
02/09/11	02/02/11

Chair Joseph asked if there were any corrections or questions with regard to the February 9, 2011 minutes of the full Board. There being none he asked for a motion to approve said minutes.

**A motion that the West Liberty University Board of Governors approve the minutes of the full Board of February 9, 2011 was then made by Jim Stultz and seconded by Patrick Kelly; motion passed unanimously.**

Chair Joseph asked if there were any corrections or questions with regard to the February 2, 2011 minutes of the Executive Committee. There being none he asked for a motion to approve said minutes.

**A motion that the West Liberty University Board of Governors approve the minutes of the Executive Committee of February 2, 2011 was then made by Jim Stultz and seconded by Richard Carter; motion passed unanimously.**

**4. Program Reviews\*:**

Dr. McCullough stated that contained in the Board packet is a summary of the program reviews, the annual academic reviews, looking at not only the quantitative but also the qualitative elements associated with the academic programs. The degree programs have a five-year review cycle, with the B.S. in Chemistry, B.S. in Communication, B.A./B.S. in Psychology, and B.A. in Education up for review. As can be seen in the information, all four programs are recommended to be approved by the Board. This information will also be sent to the HEPC. Two of the programs, Communications and Psychology, were recommended for conditional but full approval based upon the completion of an assessment plan. Chemistry had fine work in improving assessment in that area. With regard to the Teacher Education Degree, NCATE was just on campus and the program passed with good colors for another eight-year accreditation cycle.

Also, for these four program reviews you see an action item for those academic programs requiring a follow-up assessment report needing to continue to show improvement and develop an academic assessment program. We have made great strides in assessment, which is ongoing in nature. Jim Stultz is the Academic Affairs Representative to the Board, who was good enough to come to campus and assist in the review process. Dr. McCullough asked if Jim would like to add anything at this time.

Mr. Stultz noted that he is pleased with what WLU has to offer and the fact that the Chemistry Program has had such an increase in students.

FIND QUOTE - numbers have increased from 05 to 07 1 to 7, in report itself it makes comment, the size competitive eight times our size six students per year, find quote

This is a real commendable example of what we can do here and in the areas of Science and Math and those hard-core curriculum kinds of subjects, it's great to see WLU holding its own and doing better than many. There is a lot of fine work done by the faculty here at WLU and the highlight of his day was to spend it doing the assessment. Dr. McCullough stated that Dr. Donna Lukich and Paul Tomasik do the majority of the work in this area, along with the Deans and Chairs. There is a good, thorough, detailed review and examination of the process. Dr. McCullough thanked Mr. Stultz for his assistance in the process.

Chair Joseph asked for a single motion to approve the program reviews, along with the assessment progress reports.

**A motion was made by the West Liberty University Board of Governors to approve the program review recommendations for the B.S. in Chemistry and B.A. in Education for continuation of the program at the current level of activity; and the B.S. in Communication and B.A./B.S. in Psychology for continuation of the program with corrective action; and the Assessment Progress Reports' recommendations for the Criminal Justice, English, Exercise Physiology, Graphic Design, and Social Sciences programs (follow-up report) for continuation of these programs for 2011-12 and requires another Assessment Progress Report from each program next year by Jim Stultz and seconded by Ann Thomas; motion passed unanimously.**

#### **5. Prall Cemetery Lease\*:**

Mr. Wright distributed a map of the Prall Cemetery and its location next to WLU. WLU has been working with the Prall Cemetery Trustees since 1980. In 1980 there was an agreement between the University that we could use their property, pay nothing, with no insurance, if we cut the grass a few times and allowed the local little league in existence to use the softball field in the summer. The problem now is the lacrosse and soccer coaches are organizing teams for the fall and there is no place to play. Where the post field is laid out, if you go over there now it looks like Lake Erie. The area is flat but its sloped back into the hill. The area needs drainage and the field crowned and seeded. In order to spend State money on the field the State requires a lease. Mr. Wright felt confident we could get a lease with the Trustees with a little work. The Mayor of West Liberty said there isn't much in the way of little league anymore, but is asking to have the right to go in and negotiate the lease for this property. We would like to have soccer and lacrosse, and depending on how much room there is a track. WLU currently uses the track at Wheeling Park. The track could be something to think about in the future, but we need soccer and lacrosse. If you know where the baseball field is, the area we are discussing is right on the other side; a relatively flat area with the cemetery sitting on top of the hill. We've now gone 30 years on a handshake. We have no idea what they might want for a lease, but we don't expect them to hold us up in getting the lease.

Estimating what drainage, grading and seeding will cost is in the range of \$100,000 to \$125,000 to upgrade the field. Tonight we are asking for two approvals; one to negotiate the lease and one to approve capital expenditures on the lease. Mr. Wright asked if there were any questions. Mrs. Thomas asked if the trustees of the cemetery hard to find or get? Mr. Wright has met with the Trustees twice; three of them are fanatical basketball fans we are trying to turn into soccer fans. Although there aren't many little league teams, we would make provision in the summer that they would get priority on the softball field when we are not using the field. The State would demand that those leagues give us insurance policies, none of which we get at this time. Mr. Kelly asked if the \$125,000 is in the budget, to which Mr. Wright replied, "Yes."

**A motion was made that the Chairman of the Board of Governors, the President and/or the Chief Financial Officer of West Liberty University are hereby authorized, empowered and directed to enter into negotiations with the Trustees of the Prall Cemetery for the purpose of obtaining a multi-year Lease, for not less than 9.622 acres of the Prall Cemetery property adjacent to the West Liberty University campus, for development of a sports field and related auxiliary facilities, including parking, if**

**necessary. Said Lease shall be negotiated in accordance with the provisions of W.Va. Code §18B-19-12 and said Lease shall be subject to final approval of the Board of Governors.**

**Upon approval of a Lease, the President and/or Chief Financial Officers of West Liberty University are hereby authorized, empowered and directed to retain engineering and construction services to construct, properly grade, seed and prepare the said athletic field and any related auxiliary facilities at a cost not to exceed \$125,000.00 without further authorization from the Board by Paul Limbert and seconded by Richard Carter; motion passed unanimously.**

**6. Campus Housing\*:**

Mr. Wright displayed an aerial map of campus housing from 1997 to demonstrate the location of the new health science center, parking lots, and campus houses. When construction begins on the health science center it will be located on the site of the smaller 50 car lot. The larger 192 lot will be used as a lay down area for construction materials. The adjacent five houses and three duplexes, 1961 vintage built on wood piling, are what we are proposing to tear down and extend the parking lot out through this area to be used during construction and later help service the new health science building. We have a very serious parking problem on campus in the fall and this would allow us to stay up next to the baseball field and leave the entire area open, not touching an area which was formally proposed for a residence hall. Tonight we are asking for the approval to tear down the five houses and three duplexes sometime in July if on schedule. Construction of the health science building would begin next February or March. We will need this area for parking by spring of next year.

Mr. Carter asked the timeline for construction of the building, to which Mr. Wright stated it would be eight months for the design, drawings and bidding process. We are planning on trying to get into the building by August 1, 2013, a 25 month schedule and it will be a tight schedule; this is the current plan. Mr. Limbert asked if there are anyone in these houses now, to which Mr. Wright stated there are and they have leases that run out on June 30, 2011. They were told when they signed the lease they probably would not have a place to reside as of June 30, 2011. A combination of faculty and staff currently reside in these houses. Mr. Limbert asked if this will be a hardship for these people and is there anything the University can do to ease the transition for these folks? Mr. Wright stated they are good rental rates, \$400 to \$450 a month. They were all aware when they signed the lease it was not a long-term lease and that there would probably not be any availability this year. Most of the tenants are single. Mr. Kelly asked the location of the Prall Cemetery on this view. Mr. Couch asked if there is any value to these houses. Mr. Wright stated they were built in 1961 on wood piling; most have mold underneath but we will salvage what we can. Dr. McCullough stated he lived in one of these duplexes many years ago; they were nice in their day but their day is done.

**A motion was then made that the West Liberty University Board of Governors approve the razing of eight (8) University houses, those being single units 202, 204, 206, 208, 210 and double units 201, 203, 205, 207, 209 and 211 located on Residence Drive, formerly East View by Richard Carter and seconded by Jim Stultz; motion passed unanimously.**

**7. Approval of Master of Business Administration (MBA) Program\*:**

Dr. McCullough stated that the proposed MBA is part of the process of program approval within the State of West Virginia and the HEPC. This Program, and Dean Wenzel is here for questions, was initiated in the Gary E. West College of Business with approval taking place at that level through the Curriculum Committee by unanimous approval. It was also approved by a meeting of the Faculty Senate and the next step is Board of Governor approval. If approved by the Board it will go to the HEPC for approval and on to the Higher Learning Commission of the North Central Association. They have the final say as to whether WLU will or will not be authorized to offer the degree; it's all part of the process. To put it simply, we believe there is still a strong market for the MBA and believe WLU is well positioned to offer such a program, especially with The Highland Center being a great venue to offer the program. It is offered on a full or part-time basis; most would probably be part-time in nature.

There are some unique facets of this program; it is not just another MBA program. It has a certain strong international flavor to it and an orientation of a graduate of this program is being able to talk internationally and have a background in finance, marketing, management, skewed toward the international, not just domestic; an international component throughout. In addition, the Dean and his staff have built in beyond the 36 standard hours additional work the student could take either in our Entrepreneurship or Global specialization, for a strong global or entrepreneurship new business start-up. We believe the resources are held by WLU to offer such a program and believe the market is strong. Our two local competitors are Franciscan, a private in Steubenville, and Wheeling Jesuit, also a private. We believe this program will far supersede what they're doing, especially with the tuition and fee comparison; there is no comparison. WLU is much more affordable and cost effective

than the two private institutions. The conventional aspect of a strong MBA, with the international emphasis and two tracks, entrepreneurship and global tracks, make it unique and marketable and reflects the job market today and the need for a much stronger skill set.

Dr. Wenzel noted that Dr. McCullough made a great presentation, but the other unique aspect is WLU plans to offer this program as a hybrid. When we presented the intent to plan to the HEPC it was noted in the plan we are trying to recruit qualified faculty from around the world. Every research paper you read recently is on offering courses as a hybrid, which is partially online and partially face-to-face. We plan to have this as a hybrid; that way we can use resources from around the country and bring students in for a couple class meetings. The University has this last year allowed us to go out and recruit Ph.D. faculty to start teaching and gearing up for the program. Mr. Couch asked what percentage of the faculty will have their doctorate. Dr. Wenzel stated that all instructors will be Ph.D. or a very strictly defined, qualified person with years of experience in a certain area such as entrepreneurship. We may do well to have an entrepreneur who is going through the process of starting a business to be a mentor to the students. Legal Environment will be taught by a JD. The strategy is to have an academically qualified person, Ph.D., in each major area. We want to recruit and build the diversity of the faculty and recruit a bunch of professionally qualified faculty.

Chair Joseph asked when the program will begin. Dr. Wenzel stated that if approved here today and the HEPC has already approved the intent to plan, this approval would go back to the HEPC for final approval. From there it goes to the Higher Learning Commission. Chair Joseph asked when we can begin teach classes, to which Dr. McCullough stated January would be the earliest possible time to start the program, although that is a very optimistic timeline. Mr. Kelly asked who would be our primary market; the student just out of school or one who has been out for a few years. Dr. Wenzel stated that the initial local market would be the student out of school for a few years, especially with bringing The Highlands Center into play. We would ultimately expand the program through the hybrid technology and offer the program from various sites.

Mr. Limbert asked what break even number of students it will take to pay for the additional salary and wages and program costs. Dr. Wenzel stated that he did not have a number, but the initial projection is for 20 MBA students with steady enrollment of 15 to start. The faculty members will be teaching graduate and undergraduate courses. To receive accreditation, we need to have academically qualified faculty to teach all of our programs. Without regard to the MBA, in order to have an accreditation that's well recognized as a qualified program you have to have Ph.D.'s. These go hand-in-hand, not just for the MBA courses. We started two years ago with a strategy to add academically qualified faculty to the Business faculty to diversity and offer a higher quality program; that's the difference between the \$100,000 and \$60,000 salary. Mr. Limbert stated that you have to at least, if starting a new program and the costs involved, have some additional students; we don't know what that number of students will be? It should be noted that these students will be paying graduate tuition rates, exceeding the undergraduate tuition. Ms. Thomas stated that since we have a University, isn't it a no brainer that we have to have a certain percentage of Ph.D. instructors and we have to maintain this number? Dr. McCullough stated that this is a component for University status, but it is especially important for accreditation.

**A motion was then made that the West Liberty University Board of Governors approve the Master of Business Administration (MBA) Program to be offered as a graduate program of West Liberty University by Paul Limbert and seconded by George Couch; motion passed unanimously.**

#### **8. Approval of New Degree Program-Digital Media Design\*:**

Dr. McCullough stated that Dr. Bill Baronak is here to answers questions with regard to the Digital Media Design program in the College of Arts & Communication. Since its inception a few years ago the Digital Media Design track has been one of our most successful tracks in the Graphic Design program. It is very popular and cutting edge, and has moved beyond the boundaries of just a track or concentration to a full-blown degree. Student interest is high and this program will be brought online without any new resources.

Dr. Baronak stated that no new resources are necessary and existing faculty and technology will be used for what has been one of the most successful programs in the College of Arts & Communication. The program was implemented five years ago with 54 students and has grown to well over 100 students and looking to add more. This has been the fastest growing program and looks to really take off in the near future. It was put in as a concentration to see where it would go and has been booming. Mr. Kelly asked if and where our graduates are being hired. Dr. Baronak stated that they are being hired in many different locations. The Digital Media Design program is a tough program and we were struggling with retention because it is a pretty tough program. We are getting more information about the program to the high schools and students know coming in it's tough. Retention is getting better and we are getting better quality students. When our students are hired companies know they are getting top students.

Chair Joseph asked where they are getting jobs. Dr. Baronak stated they are getting jobs in the area and outside. When you open up a web site or see a web site, they are creating these web sites, and creating the video and audio imbedded in the sites. They are going to the newspapers that not only have online text, but the video and audio that's going on in these sites is in high demand. It's not just about graphic design, but also audio, video and music. Dr. McCullough stated that the Pittsburgh and Columbus market have been good for our students and are getting out into other areas. Chair Joseph asked about keeping the equipment up-to-date; is this expensive? Dr. Baronak stated it is. One of the things the College has done, back when the laptop program was started, was provide the Graphic Design students with Mac Books. They were used as paperweights since they didn't have the right technology. After the first year we started giving the students the software, which is what they really needed. This software is normally \$2,500 but with our market discount it is around \$400. Instead of giving them the laptops we started giving them the tool they really need and install it on their laptops. Most of these students have the high-end laptops anyway needed to handle the graphic design programs.

**A motion was then made that the West Liberty University Board of Governors approve Digital Media Design to be offered as a baccalaureate program of West Liberty University by Patrick Kelly and seconded by Jim Stultz; motion passed unanimously.**

**9. Approval of FY 2012 Budget/Tuition & Fees\*:**

Mr. Wright stated that the stimulus, timber and Chesapeake monies have been received. For the Shaw Hall updates the State Grant money received was used first, followed by University funds. The Main Hall window replacement will begin the week after commencement with revenue received from the ARRA Energy Grant. The University has no money involved in this \$750,000 job. The Health Science building core borings, survey and elevations and architectural drawings are in progress. Mr. Limbert asked if the actual expenses are close to budget. Mr. Wright stated they are and there may be a plus number since summer school figures are considerably higher than last year. Mr. Turrentine asked if the assessments on the College of Business and College of Sciences are in effect now for this budget and where is this money going to be directed; back to the Colleges themselves? President Capehart stated that these fees help supplement the salaries of these Colleges.

Mr. Wright continued with the FY 12 Budget Parameters. Mr. Couch asked if, other than the two English faculty, they were all single positions, to which Mr. Wright responded, "yes." Mr. Turrentine asked if we will be able to open the new windows in Main Hall, to which Mr. Wright responded "yes." The windows in the east and west wings of Main Hall were replaced in the 70's. The windows in the newer center section of Main Hall are original from the 60's and contain asbestos. These windows will be sealed from the inside and removed from the outside of the building. The University is required to have a testing team on site and contractors have a testing team on site in case too much asbestos is stirred up. The window replacement will start shortly after commencement and will be done by August 1<sup>st</sup>.

Ms. Thomas asked what WLU considers to be its metro area, which are Belmont, Carroll, Columbiana, Guernsey, Harrison, Jefferson, Monroe, Stark, Tuscarawas and Washington in Ohio; Allegheny, Beaver, Butler, Greene, Washington and Westmoreland in Pennsylvania; Allegany, Garrett, Washington, Frederick and Montgomery in Maryland; and Frederick, Shenandoah, Clarke, Loudoun, Warren and Rockingham in Virginia. In the future we may consider our metro area in terms of miles, anything within say 200 miles as an example. Ms. Thomas also asked about an edict given by Wheeling Hospital for their RN's to complete their degrees. Is the hospital paying for these RN's to go back to college? Dr. McCullough stated they are paying up to \$5,000 a year for these RN's to return to school. WLU's RN to BSN program will give them a quality product that will be excellent. Mr. Stultz stated that this is a great opportunity for those non-degree nurses. Dr. McCullough stated that these nurses will need close to 60 hours to complete the program. They will be reimbursed up to \$5,000 a year. Depending on the number of courses they take will determine how many hours the \$5,000 will cover.

With regard to room and board, it was suggested to increase the meal plan as an opportunity to get more revenue. Mr. Wright stated that tuition and fees and room and board are both lucrative areas for the University. We are in the process of bidding a five-year contract for food service. Right now there is a substantial margin on food service. We have tried to keep it competitive but to answer the question, we could probably take the room and board up another \$50 and nobody would notice it, but we look at two things; we need to sell out of all of our rooms, which we haven't done, and look at our closest competitor, who is Fairmont. Fairmont is pretty much right with us and there are not that many who look at room and board. A discussion followed regarding room and board rates. Dr. McCullough stated that our increases in room and board for the past several years have been a consistent five to six percent every year.

Mr. Wright continued through various sections of the financial information for the Board. The Legislative Auditors strongly recommend that the Board approve all of the rates contained on page 14, with no cash transactions, having everything built into tuition and fees. All of the special fees are existing fees; none are new. This also applies to page 18 with regard to the ticket prices.

The last page of the financial information has not changed from prior years. The BOG policy states that WLU will set facility fees and we have not set these fees in the past. This is one item coming out of the legislative audit that we agreed to put facility fees in this year. The employee camps will cost \$125.00/day. We can waive these fees for high school events in terms of a recruiting event. This would also apply to music and solo and ensemble groups. We are required to have Board approval for these fees. Mr. Wright noted that with regard to the PA Program, this is a 12 month program with no break; straight through for two years. Our tuition and fees are not as high as compared to other universities.

After a length discussion regarding the cash flow budget, tuition and fees only were asked to be approved.

**A motion was then made that the West Liberty University Board of Governors approve the Fiscal Year 2012 tuition and fees by Jim Stultz and seconded by Ann Thomas; motion passed unanimously.**

#### **10. Honorary Degree\*:**

President Capehart stated that it was by unanimous recommendation of Committee members Mike Turrentine, Faculty representative, Anthony Salatino, Classified Staff representative, and Ron Witt, Non-Classified representative, to award the Doctor of Humane Letters to John McCullough.

Per WLU Policy 238, "Guidelines for Honorary Degrees and Recognition," the Honorary Degrees and Recognition Committee met to review the nomination of Dr. John P. McCullough, to receive an honorary degree of Doctor of Humane Letters (DHL) from West Liberty University. Dr. McCullough has been invited to be the featured speaker at the May 2011, commencement. The Board is asked to approve this nomination.

**A motion was then made that in affirmation of the recommendation of the Honorary Degrees and Recognition Committee and the President of the University, the West Liberty University Board of Governors authorizes the conferral of an honorary Doctor of Humane Letters (DHL) degree from West Liberty University at the May 2011 commencement to Dr. John P. McCullough by George Couch and seconded by Richard Carter; motion passed unanimously.**

#### **11. Reorganization of Institutional Advancement\*:**

President Capehart stated that this reorganization has come about because of some of the personnel changes made recently. If you will look at the first organization chart you will see this is the current alignment. We have the President's Office with three organizations reporting, those being the Director of Alumni Affairs, Chief Development Officer and Executive Director of the Office of Communications. When President Capehart first came in four-years ago there were some personnel issues in the then Office of Institutional Advancement. In filling this position we did not want to rush and hire someone, so this position was vacant for some time. When the department was built back up, we felt competent to return to a more traditional structure in regard to advancement. Part of this proposed reorganization deals with Institutional Advancement and part deals with going back to a structure before President Capehart was on campus. In talking with the VP of Human Resources, we will be moving HR back under the Business Office/CFO and have what most colleges and universities have; a separation between the academic side and the administrative side.

The reorganization moving Human Resources to the Office of Finance and Administration is a return to the prior structure. The Institutional Advancement realignment with a VP of Institutional Advancement has been reconstituted and the current Director of Development will assume these duties. The offices formerly in the Office of Communications will report to the VP of Institutional Advancement, except for the Director of Communications. This office will retain external duties with relation to WLTV and HSN broadcasting networks. The Director of Media Relations will resume reporting to the Office of the President. With the expanded broadcasting abilities of Channel 14 and the expansion into radio network, the final recommendation is for a Vice President of Broadcasting and a Director of Media Arts. The VP of Broadcasting is an external person to expand to a sports network. We haven't previously been in the position to negotiate those types of things, but are now in the position to pick-up a broadcast license. Channel 9 has picked up our ball games and is interested in other areas.

All PIQ's for these positions will be reviewed and revised to comply with the realignment and this realignment will not result in the hiring of any additional personnel or an increase in the number of staff. Section 2.3 of Policy No. 4 of the Board of Governors states that approval is required prior to creating any new administrative

division or unit headed by an individual who reports directly to the president. President Capehart stated he is coming to the Board to advise of this reorganization and to ask for action on the reorganization. Written notice is required prior to discontinuing, combining or reorganizing any existing school, division or department other than those specified. There was written notification that constituencies had been notified of these changes. A response was received from each constituent group. The response from faculty dealt more with how Human Resources was run previously, but not with these changes. President Capehart asked if there were any questions. There being none Chair Joseph asked for a motion on this matter.

**A motion was then made that the West Liberty University Board of Governors approve the reorganization and realignment set forth in the memorandum and attachments by Paul Limbert and seconded by Ann Thomas; motion passed unanimously.**

## **12. President's Report:**

President Capehart stated that at a roundtable about a year ago one of the things brought up from a person in the community was why our tuition was going up 6% and inflation was 1%. We're not buying bread, we're buying professors. Some fascinating information was found in a study that talks about budget and finances of institutions. You need to think in terms of paying for a student to go to college.

President Capehart continued his presentation with comparisons of nondurable goods, food, gasoline and clothing. The Department of Labor charts the price of higher education versus real goods. Other comparisons were made with new automobiles, furniture, glassware and durable goods, along with professional services of dentists, physicians, and lawyers.

President Capehart noted that on April 27 and 28, 2011 at 10:00 a.m. in College Hall, West Virginia Radio's Hoppy Kercheval, host of Talkline, will conduct a forum to assess the candidates in the May 14 primary election. The Republican candidates will be on campus April 27<sup>th</sup> and the Democrats on April 28<sup>th</sup>. WLU's cable television station, WLTV 14 will televise the forum, reaching 50,000 homes. This is a great honor for West Liberty; most debates end up being joint press conferences.

President Capehart also noted that Richard Whitehead, as SGA President, has one more Board meeting at WLU. Richard is graduating in May and David Skyrlyo is the new SGA President. Mike Turrentine also has one more meeting with the new representative from Faculty being Carrie White, who is also from the Gary E. West College of Business. Bev Burke was recently reelected for another term as the Classified Staff representative to the Board of Governors.

Next year President Capehart will Chair the Council of Presidents for the State of West Virginia. The new Chair for the Council of Faculty will be Dr. Erik root. One thing President Capehart is looking at is the State Strategic Plan. He would like us to play a more active role in the development of the Plan as a public institution and meeting the economic needs of the State. A WLU Roundtable is also being planed in the next month to bring together members of the Board and leaders in the community to work together and educate people on how higher education is set up in West Virginia. We will work together and solicit input on the economical needs of the community. This will be a half day session in early June.

At the previous Board meeting Dr. Keely Camden and Dr. Bill Baronak spoke with regard to events happening in their respective Colleges. Dr. Loren Wenzel will be speaking this evening with regard to the Gary E. West College of Business.

Dr. Wenzel distributed booklets and shared promotional materials with the Board that are a part of what was put together for the Gary E. West College of Business to recruit students. Gary's purpose of giving money to the College was to increase enrollment; this was the bottom line for him. This process started a couple years ago when President Capehart had been talking with Gary about helping build the College of Business, help get more students and improve programs. Last April he was presented with a strategic plan, which President Capehart had shared a draft with him previously. This plan is included in the packets and everything that is done in the College of Business is in the packet. Everything the College tries is already written down and it's a pretty standard strategic plan with deadlines, responsibilities and a financial plan that goes along with it. What we did with the Strategic Plan, as President Capehart had mentioned earlier, was tied it in with the States HEPC Strategic Plan with regard to higher education; Distinction and Distinctiveness, and tied it in with the Universities. There was also a list of bullet point items put together of things we have tried to develop, all related to the Strategic Plan.

When President Capehart hired Dr. Wenzel he was given a charge; he wanted WLU's to be the best College of Business in the State of West Virginia. Providing this type of leadership facilitates necessary change as we

transition from a good college to a great University. The most important area we took care of was the strategic plan. It has been finalized and it reflects the coordination with the WLU Strategic Plan. Three faculty retreats have been held where the plan has been discussed and we have received input from the faculty. Another item developed was an Advisory Board. The Advisory Board has had two meetings, both of which met for six hours. The Advisory Board gives of their time and talent and share advice about programs and everything else we need to discuss. All of these things were started with a SWAT analysis done by a consultant hired by President Capehart.

An application has been submitted for the Accreditation Council for Business Schools and Programs (ACBSP), which would be a higher accreditation than currently held. We have also put into place a University-wide Entrepreneurship Program which President Capehart has been pushing for since the day he arrived. This is a minor which opens its arms to all of our majors, whether Graphic Arts, Science; they can do an Entrepreneurship Minor that is pretty unique. Although it has to do with business, it doesn't have to do with all of the old courses; it's bundled differently. Entrepreneurship is not just accounting, etc. There is an Entrepreneurship rack card contained in the packet that has a little bit of the program listed. With many small and locally owned family businesses, this program creates a tremendous community outreach.

Another major area in the College of Business is the MBA. With this evening's approval of the Program it will now go to the HEPC and then wait for our turn at the Higher Learning Commission. We have the faculty and we are excited to get the Program started when the time comes. The MBA was a result of our assessment and anticipating the new 120 hour requirement for graduation. The core business courses have already been reduced to 38 hours. Faculty have decided that flexibility is most important for students; with a minor in business and credits from another major, they should be able to do this.

The group may have heard about the faculty being hired in the College of Business, and we are developing the current faculty. This is diversity in the sense of recruiting people who have a different way of thinking about things to make us stronger and make for a better degree. We have a cadre of faculty devoted and loyal to the University and who have given great service. We really need to develop them into a professional cadre of faculty. They are being sent to meetings to get up to speed with 21<sup>st</sup> century business and students while recruiting other faculty.

We are trying to establish a nationwide network for an alumni fundraising group where we have alumnae from the College of Business in different parts of the country go out and talk about the WLU story and how they can contribute. To that end a packet or brochure has been put together of how people can give to the WLU Gary E. West College of Business with a menu of giving opportunities. This is tied in with the strategic plan and different things the College of Business needs.

In the reorganization of the College of Business, studies have shown that retention is better with centralized advising. The quality of the advising was better and students got better service. Faculty didn't have time to keep up with all the rules and transcripts so an advisor with experience was hired for the office of advisement and placement. She is responsible for all on campus interviews, jobs and internships. There is a handout in the packet about the success the College has had with this set-up. Since March 2010, 20 students have been placed in internships with the help of this office and three students in permanent positions. Companies are coming to campus wanting to interview students but we are having trouble getting students to interview.

Gary West gave the College of Business a considerable amount of money; \$500,000 with the promise to give \$1 Million more over the next two years, which is a big source of controversy. The first thing Dr. Wenzel did was give faculty market salary adjustments. The faculty in the College of Business were paid less than Dr. Wenzel's former graduates with bachelor's degrees. Does it make the faculty better to pay them more; no, but the environment, respect and motivation was needed in order to develop professional faculty. It has been controversial. A consultant was also hired; Mr. John Bonassi, to go out and recruit students and help with the recruiting strategy. Since John has joined the College of Business we have signed an articulation agreement with Allegheny Community College in Western Pennsylvania. On John's desk are three more articulation agreements with community colleges in Western Pennsylvania.

Also, with regard to the hybrid MBA Program, one of the things about WLU is that it is beautiful, but inaccessible. We want to make the College of Business more accessible. The University has ponied up for the second floor of Main Hall to go wireless, production-grade wireless, and increasing band width so there are no issues with accessibility in terms of accessing the internet, eBooks, etc. We have to train the faculty and there will be some cost involved to get them on board, but we are excited to have every single classroom as a lab. We will be able to get rid of most of the wired labs and upgrade the classrooms to make them real learning spaces.



We have identified people for a post doctoral abridge program; we hire Ph.D.'s at \$110,000 with no guarantee they want to be here. We have people in the College of Business who have the skills and want to learn a specialty and be in business, so we send them to a post doctoral program.

At the Advisory Board meeting last October it was discussed how when you walk into a first rate business school you can feel the difference. With the remodeling of Shaw Hall and moving the administration from Main Hall, we can improve the ambiance in Main Hall so when you walk in you know you're in a business school. There is a handout in the packet that is just an advertisement. We are looking at a real-time finance training room with double screen labs. \$30,000 of the foundation money from Gary West will be used for this room.

An expert was brought in who has been successful in starting three to four nationwide economic research centers. They are presently the VP of Research at Marshall University. We need to start an economic research center and reach out to the community, do evaluations, impact studies, and this sort of thing. This idea has been in the strategic plan for two years. The Entrepreneurship Program is considered a part of the community outreach.

Dr. Wenzel concluded his presentation, stating these are some of the future plans and what has been happening in the Gary E. West College of Business, and asked if there were any questions. Mr. Carter stated that he had heard that Gary West was pretty emphatic last year that the money he was contributing was for a particular target of 800 students in the College of Business. It had been 450 students in 2010; are we moving along this line? Dr. Wenzel stated that there are 430 students, graduating about 100 this year, and last years entering freshman class was in the 70's. We are not going to get to 800 that way and it will not happen next year. Hopefully the strategy in place will start building these numbers; the goal is 5% per year. The 800 is not going to happen in three years. Mr. Carter asked if Gary West is aware that we are not on an 800 student target. President Capehart stated that Dr. Wenzel is talking pure business areas, areas Gary is really interested in and wants students to attend is entrepreneurship. Gary wants students to come into the Entrepreneurship Program; those are the types of students he's including. These can be drama students wanting to open their own theater who can take twelve hours of entrepreneurship classes. Taking the entrepreneurship courses is what Gary has an interest in. President Capehart asked Dr. McCullough when the last time there were 800 students in the College of Business, to which he stated probably in the early 90's. We are working closely with Gary and will be meeting with him on the 27<sup>th</sup>.

Chair Joseph asked about the hiring of four professors for the College of Business in the budget, five actually, and why so many more people. Dr. Wenzel stated that they were understaffed for what they were doing in the College of Business when he came on board. There were more adjuncts than full-time faculty. They are just now catching up. When the SWAT analysis was done, we looked at and paid attention to it and the advice given to us by the Advisory Board. We're getting better and we are listening to them and their advice and we recognize the problems and are trying to solve them.

Mr. Stultz stated that this will be his last Board of Governors meeting. With regard to commencement this Saturday, he noted his experience at commencement last year, giving the welcome to parents and students for the Board. In his years of being a member on various boards, the experience truly touched him as he watched each student come up to the President, with a glitter in their eye and the absolute joy, it truly makes it special when you understand why this University is so important and the great work they do. To be there to see it was incredible, especially to see the parents and students respond; it made all the time on the Board well worth it. It was a privilege and honor to have done the welcome for such a fine group.

**13. Adjournment:**

The meeting adjourned at 8:27 p.m.

Brian Joseph \_\_\_\_\_  
Chair

Richard Carter \_\_\_\_\_  
Secretary